

TOOELE COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	52,133	54,375	56,536	4.0%	7
Total Non-Ag Employment	13,933	14,753	15,542	5.3%	10
Non-Ag Avg Monthly Wage	\$2,942	\$2,998	\$2,941	-1.9%	6
Per Capita Income	\$22,442	\$23,630	\$24,687	4.5%	18
Unemployment Rate*	4.3%	3.2%	2.9%	-9.4%	10
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$50.8	\$60.5	\$71.0	17.4%	12
Travel & Tourism Related Employment	1,144	1,338	1,290	-3.6%	11
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$1,764.0	\$2,142.3	\$2,133.3	-0.4%	10
Transient Room Tax	\$140.8	\$166.8	\$232.8	39.6%	18
Restaurant Tax	\$318.1	\$355.5	\$380.0	6.9%	10
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$447.7	\$559.6	\$534.2	-4.5%	11
REGIONAL VISITATION COUNTS					
I-80 UT/NV Traffic Count	2,273,950	2,286,725	2,288,550	0.1%	
Willard Bay S.P.	244,049	325,933	192,224	-41.0%	
Antelope Island S.P.	272,381	250,886	281,266	12.1%	
Utah Lake S.P.	252,565	265,271	270,836	2.1%	
Great Salt Lake S.P.	57,966	138,763	250,478	80.5%	
Camp Floyd S.P.	15,422	15,850	15,018	-5.2%	

* Several Counties have identical Unemployment Rates

r = revised

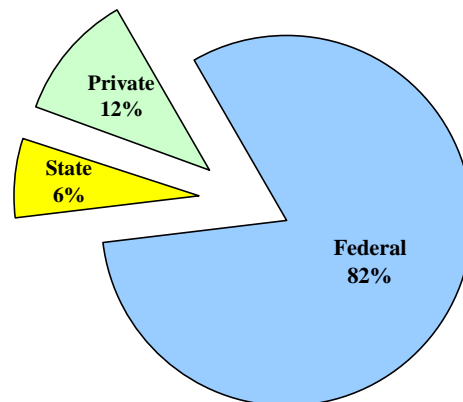
Land Ownership - 2007	No. of Acres	% Total
Total Acres in County	4,420,793	100.0%
Federal Government	3,641,183	82.4%
BLM	1,905,551	43.1%
US Forest Service	161,739	3.7%
National Park Service	--	--
National Wildlife Service	--	--
Other •	1,573,893	35.6%
State Government	313,161	7.1%
Utah State Parks & Recreation	564	0.0%
Utah State Wildlife Reserves	1,671	0.0%
State Trust Lands	257,985	5.8%
Other ••	52,941	1.2%
American Indian	19,501	0.4%
Private*	501,091	11.3%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2007



Tooele County Tourism Profile

